

**Amendments to the Claims:**

1-278 (Canceled)

Please cancel claims 279 – 285.

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Please add new claims 286 – 297.

286. (New) A computer implemented method for allocating proceeds of a business transaction over a network, using at least one information server entity and at least one payment entity to conduct the business transaction, the method comprising the steps of:

(a) inputting user-specified parameters into the computer; wherein the user-specified parameters include a search object of at least one good, service, and information, and at least one user-specified beneficiary group to receive an allocation of proceeds from the business transaction;

15 (b) searching, on the fly, for providers of the search object who are associated with the at least one user-specified beneficiary group;

(c) determining, on the fly, if at least one responding provider matches the user-specified parameters;

20 (d) generalizing the user-specified parameters, on the fly, if no providers match the parameters or if the matches are unacceptable to the user;

(e) repeating steps (c) – (d) until at least one match occurs;

(f) generating a list of providers matching the user-specified parameters;

(g) selecting the provider from the list of providers acceptable to user to conduct the business transaction;

25 (h) determining an arrangement, on the fly, between the user and the provider; wherein the arrangement includes the user receiving the search object from the provider and a business transaction proceeds allocation, wherein the provider receives a portion of the business transaction proceeds, the at least one user-specified beneficiary group receives a benefit in the form of a portion of the business transaction proceeds, and the information server entity receives a fee; and

wherein the information server entity's fee is a portion of the proceeds in the form of a percentage of the transaction proceeds or a fixed consideration per transaction;

(i) repeating steps (g) – (h) until the arrangement is acceptable to the user;

(j) executing the business transaction, upon the user's acceptance of the arrangement, by

5 causing the delivery of the search object to the user and causing the at least one payment entity to distribute the business transaction allocation proceeds to the at least one user-specified beneficiary, the information server entity, and the provider, pursuant to the arrangement.

287. (New) The method of claim 286, wherein determining the arrangement includes expanding the user-specified parameters to generate a second list of responding providers if an acceptable arrangement cannot be determined with any providers from the list of responding providers.

288. (New) The method of claim 286, wherein the network is selected from the group consisting of the Internet, a communication system, a wired connection, and a wireless connection.

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289. (New) The method of claim 286, wherein the business transaction is an off-line transaction.

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290. (New) The method of claim 286, wherein the business transaction proceeds allocation is executed on the network.

291. (New) The method of claim 287, wherein the user-specified parameters include the location of the provider.

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292. (New) The method of claim 291, wherein expanding the user-specified parameters includes expanding the location of the provider.

293. (New) The method of claim 291, wherein expanding the user-specified parameters include expanding the location of the at least one of the user-specified beneficiary groups.

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294. (New) The method of claim 287, wherein the user-specified parameters include

a price offered, on the fly, for the search object.

295. (New) The method of claim 294, wherein expanding the user-specified parameters includes adjusting the price offered for the search object.

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296. (New) The method of claim 291, wherein expanding the user-specified parameters includes adjusting the user-specified at least one beneficiary group.

297. (New) The method of claim 286, wherein the user prioritizes the user-specified parameters.

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